tashioi calendar

21st YEAR · A WEEKLY PUBLICATION

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OCTOBER

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NOVEMBER

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DECEMBER

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

onciciono 3.	LOUIS MORALMAN ADO OF FEDERAL CONTRACTOR AND ADDRESS OF THE PERSON OF TH
DATE	WHAT'S GOING ON GIVEN BY WHERE
	WEEK ENDING FRIDAY, SEPTEMBER 29, 1961
Thursday Sept. 28 9:00 A.M. Breakfast	PREVIEW OF SWIMMEAR JANTZEN, INC. AND PLAYWEAR Jantzen will preview their swimwear and playwear for 1962. By invitation. Publicity: Kathy Russo, OX. 7-0811.
Thursday Sept. 28 10:00 A.M.	MOLLIE PARNIS' RESORT PARNIS-LIVINGSTON 530 SEVENTH AVENUE AND HOLIDAY COLLECTION SHOWROOM - 18TH FLOOR Showing at 10:00 A.M. Contact: Lou Scobell, BR. 9-5012.
Thursday Sept. 28 12:00 Woon Luncheon	HOLIDAY AND RESORT RUDI GERNREICH 1407 BROADWAY KNITWEAR COLLECTION FOR HARMON KNITWEAR SUITE 600 Rudi Gernreich's knitwear collection of dresses, sportswear, and swimwear for Holiday and Resort. By invitation. Contact: Charles Rose Associates, BR. 9-5664.
Thursday Sept. 28 2:30 P.M.	OPENING OF CRUISE HAYMAKER SPORTS, INC. 498 SEVENTH AVENUE AND SPRING COLLECTION SHOWROOM - 23RD FLOOR Haymaker will present their Cruise and Spring collection for the press and resident buyers. By invitation. Contact: Grace Horton, BR. 9-6560.
Thursday Sept. 28 2:30 P.M.	OPENING: RESORT AND BRANEIL 530 SEVENTH AVENUE EARLY SPRING COLLECTION SHOWROOM - 27TH FLOOR Showing at 2:30 P.M., Sept. 28. Contact: PE. 6-6983.
Thursday Sept. 28 4:00 P.M.	HOLIDAY AND RESORT WILLIAM FOX, INC. 550 SEVENTH AVENUE COLLECTION SHOWROOM - 4TH FLOOR William Fox collection, designed by Louise Armour, Sept. 28 at 4:00 P.M. Contact: CH. 4-7940. Publicity: Patricia Dickerman, EL. 5-6333.
Thursday Sept. 28 4:30 P.M. Cocktails	OPENING: CRUISE AND McMULLEN CO. S.S. SANTA ROSA SPRING COLLECTION (550 SEVENTH AVENUE) PIER #57-W. 15TH ST. "Caribbean Islands; the Cruise; the Clothes"preview of McMullen's Cruise and Spring dresses and coordinates. By invitation, with admission by ticket. Contact: OX. 5-4270.
Thursday Sept. 28 8:30 P.M.	ANNUAL COTY AMERICAN COTY, INC. METROPOLITAN MUSEUM FASHION CRITICS AWARD GRACE R. RODGERS AUD. Nineteenth annual Coty American Fashion Critics Award presentation, selected by a jury of fashion editors. Fashion show at 9:00 P.M. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.
Thursday Sept. 28	AT-HOME GRETA PLATTRY 1410 BROADWAY COLLECTION FOR ZACARI SHOWROOM - 14TH FLOOR Continuous showings of at-home collection of pants and coordinated tops, designed by Greta Plattry for Zacari. Contact: WI. 7-1322.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 28	RESORT AND CRUISE KNITWEAR COLLECTION Continuous daily showing Contact: Robert Brown, I	KIMBERLY KNITWEAR, INC. s of Resort and Cruise k	1410 BROADWAY SHOWROOM - 18TH FLOOR nitwear. By appointment.
Thursday Sept. 28	RESORT AND EARLY SPRING COLLECTION Loomtogs presents the 19 tion. Continuous showing	62 edition of Tara Tweed	1410 BROADWAY SHOWROOM - 15TH FLOOR ls and cruisewear collected, LA. 4-4671.
Thursday Sept. 28	SHOWING OF BOUTIQUE FASHIONS Boutique items from Taxo Anderson. Also, other i	o, Mexico by Tachi Costi	1410 BROADWAY SHOWROOM - 19TH FLOOR lla and Elizabeth , accessories. Contact:
Friday Sept. 29 10:30 A.M.	HOLIDAY AND RESORT COLLECTION Showings at 10:30 A.M.,		SHOWROOM - 14TH FLOOR
Friday Sept. 29 11:30 A.M.	COLLECTION Press preview of Fall an	BERGDORF GOODMAN d Winter made-to-order i (For release, Mon., Oct	FUR SALON
Friday Sept. 29 12:30 P.M. Luncheon	AT LUNCHEON SHOWING Showing of fashions for	Fall and Winter. Press "Banquet Dept.," PL. 9.	TERRACE ROOM
	SPRING OPENING	S IN LOS ANGELES, CALIFO	DRNIA
Sept. 30 2:30 P.M.	TRAVILLA Contact: 853 North La Ci	crystal Room, enega, OL. 2-0723. (Los	BEVERLY HILLS HOTEL Angeles)
Oct. 2 9:30 A.M.	WAYNE FULLER, INC. Showings at 9:30 and 1:3	SHOWROOM, 122 30. Contact: Dick Steine	2 EAST 7TH STREET er, MA. 2-7128. (L.A.)
Oct. 2 11:30 A.M.	MARUSIA ORIGINAL, INC. Contact: 165 N. Robertso	PLACE TO BE A	MNOUNCED mpia 2-7330. (L.A.)
Oct. 2 6:30 P.M.	PAUL WHITNEY Contact: 9304 Santa Moni	PLACE TO BE A	NNOUNCED BRadshaw 2-4533.
8:00 P.M.	WERLE ORIGINALS Note Change of Date. Co OL. 2-4114. (Los Angele	ntact: Jose Fernandez, 6	HIRE HOTEL, BALLROOM 526 N. Robertson Blvd.,

Contact: 8816 Burton Way, Beverly Hills, BRadshaw 2-1178.

Oct. 4 BUD KILPATRICK 5:30 P.M. Contact: 8816 B

CRYSTAL ROOM, BEVERLY HILLS HOTEL

DATE WHAT'S GOING ON GIVEN BY WHERE

WEEK BEGINNING SUNDAY, OCTOBER 1, 1961

Just FALL 1962 COLOR ASSOCIATION 200 MADISON AVENUE Released COLORS OF U.S.A., INC.

Advance forecasts for Fall-Winter 1962 for members. Contact: Ann

Mulligan, MU. 5-5881.

Postponed MIRKA--COUTURE FURS BRUNCH AT HAMPSHIRE HOUSE, ORIGINALLY SCHEDULED FOR SUNDAY, OCT. 1, AT 1:15 P.M., HAS BEEN POSTPONED. (New Date Later)

Sunday
Oct. 1

"EBONY'S FASHION FAIR NATIONAL URBAN LEAGUE WALDORF-ASTORIA
Oct. 1

NTERNATIONALE"

GUILD (14 EAST 48TH)

GRAND BALLROOM

New American and European fashions, including original designs from

Israel and Africa, representing world's leading designers. For benefit

of Nat'l Urban League, in cooperation with Johnson Publications. Tickets:

\$5.00; Reserved section: \$10.00. Contact: Evelyn Broidy, PL. 1-0300.

Oct. 2 BERGDORF GOODMAN'S REIEASE DATE--Fur preview, Sept. 29. (See Pg. 2)

Monday RESORT AND SPRING DAVID CRYSTAL, INC. 498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR 10:30 A.M. Showings Oct. 2 through Oct. 12; Monday through Wednesday thereafter. Publicity: Jeanette Gottlieb, BR. 9-6560.

Monday
Oct. 2
SHOW FOR P.A.L.

NEW YORK, INC.

VERSAILLES BALLROOM
12:30 P.M.

Fall fashions by Christian Dior - New York, available at Bonwit Teller,
Will be presented at a benefit luncheon for the Police Athletic League.
Tickets: \$15.00. By invitation. Contact: Mary McFadden, IO. 4-9220.

Monday
PREVIEW OF RESORT
TINA LESER
HOTEL PIERRE
ROOF GARDEN
2:30 P.M.
Preview of Tina Leser's Resort collection, including petite and silk
Persian
dresses for Imperial House; cotton swimsuits for Gabar; sportswear and
stretch suits for Tina Leser Sportswear.
Show at 3:15 P.M. By invitation
Contact: CH. 4-2631 or IO. 5-7514.

Monday PREVIEW OF BRIGANCE FOR HOTEL PLAZA
Oct. 2 SWIMSUIT FASHIONS SINCLAIR TERRACE ROOM
4:00 P.M. Resort swimsuit fashions, designed by Brigance for Sinclair. For press
and buyers. By invitation. Coordinator: Mary Alice Rice, CI. 6-1790.
Contact: Marvin Krumholz, SP. 7-3895.

Beginning HOLIDAY, RESORT AND GINO PAOLI 1407 BROADWAY
Monday EARLY SPRING KNITS SHOWROOM - 37TH FLOOR
Oct. 2 Continuous showings of imported Italian haute couture knitwear and boutique separates for Holiday, Resort and early Spring. By appointment.
Contact: Edith K. Brown, BR. 9-0925. Publicity: Terry V. Seymour,
PL. 7-9170.

Monday RESORT AND SPRING MAIN STREET, INC. 550 SEVENTH AVENUE
Oct. 2 RAINWEAR COLLECTION SHOWROOM - 17TH FLOOR
Continuous showings of rainwear; also collection designed by Clare Potter.
Contact: Susan Rains, IA. 4-9800.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Oct. 2	RESORT COLLECTION Anne Fogarty presents ea	ANNE FOGARTY "SPORTS EDITIONS, INC." arly delivery (Nov. 30) Fact: Phyllis Beck, WI. 7-	SHOWROOM - 15TH FLOOR Resort separates. By
Beginning Monday Oct. 2	Illustration, Layout; a	OF FASHION in all phases of Costume lso new eight-months cour course in Fashion Writin	AT 52ND STREFT Design, Fashion Sketchings ese in Interior Decoration
Tuesday Oct. 3 9:00 A.M.	RESORT FASHIONS John Weitz will introduce	JOHN WEITZ DESIGNS ce Resort fashions manufa ass, and Seamprufe. By i	30 EAST 61ST STREET actured by Elon, Supak,
Tuesday Oct. 3 10:30 A.M.		LLOYD WEILL Oct. 3, 4, 10, 11. Cont	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR cact: LO. 5-3041.
Tuesday Oct. 3 11:00 A.M.	COLLECTION Resort separates and spo	MEIBA HOBSON FOR MR. GEE ortswear by Melba Hobson. Contact: Bernice Lewis,	SHOWROOM - 25TH FLOOR (Note Change of Time.)
Tuesday Oct. 3 12:00 Noon Cocktails- Luncheon	DIAMONDS-INTERNATIONAL AWARDS LUNCHEON Presentation of awards submitted anonymously to Empire Room; luncheon, Mildred Kosick, PL. 7-5	for diamond jewelry desi selection committee. 0 12:45 P.M., Sert Room. E	WALDORF-ASTORIA EMPIRE & SERT ROOMS gn, chosen from sketches cocktails, 12:00 Noon, By invitation. Contact:
Tuesday Oct. 3 12:00 Noon		ALISON Oct. 3, 5, 10, 12, 17, 1	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR 19. Contact: WI. 7-0152.
Tuesday Oct. 3 12:00 Noon		countess ALEXANDER cliday and Cruise fashion only.) By invitation. The c: CH. 4-5693.	
Tuesday Oct. 3 1:15 P.M.	HOLIDAY AND CRUISE DRESS COLLECTION Showing Oct. 3 at 1:15.	NAT KAPLAN, INC. Contact: Miss Fritzi,	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR LO. 5-4115.
Tuesday Oct. 3 2:30 P.M.		Continuous, except Mond	SHOWROOM - 24TH FLOOR ction, designed by Peggy

DATE	WHAT'S GOING ON GIVEN BY WHERE
Tuesday Oct. 3 2:30 P.M.	MADE-TO-ORDER HENRI BENDEL, INC. 10 WEST 57TH STREET COLLECTION SAION - 2ND FLOOR A press and customer preview of a collection of custom clothes by Donald Brooks. By invitation. Publicity: Ruth Hammer Assoc., EL. 5-7874.
Tuesday Oct. 3 3:30 P.M. Cocktails	PREVIEW: RESORT AND ROSANNE SWIMSUIT CO. HOTEL PIERRE SUMMER SWIMSUITS (1407 BROADWAY) COTILLION ROOM Preview for press and buyers of Roxanne's 1962 swimsuit collection. Showing at 4:00 P.M. By invitation. Contact: Vivian Schoen at Diamond-Barnett, MJ. 2-7025.
Tuesday Oct. 3 4:00 P.M. Cocktails	PREVIEW: MEN'S SWIM JANTZEN, INC. 21 CLUB (21 W. 52 ST.) AND BEACH FASHIONS JACK ROOM "Jantzen Men's Smoker"Spring and Summer showing of men's swimwear and playclothes. By invitation. Publicity: Kathy Russo, OX. 7-0811.
Tuesday Oct. 3 6:30 P.M.= 9:00 P.M.	WEEKLY FASHION THE FASHION GROUP, INC. JUDSON HALL CAREER COURSE (9 ROCKEFELLER PLAZA) 165 WEST 57TH STREET Subject: "Accessories"Speakers: Rosalind Gersten, Macy's New York; Dorothy Davis, Imperial Pearl Syndicate; Beth Levine, Herbert Levine. Price of course: \$20.00. Individual Session: \$2.75. Contact: CI. 7-3940.
Wednesday Oct. 4 10:30 A.M.	PREVIEW: RESORT HEISER SPORTSWEAR, INC. 550 SEVENTH AVENUE SPORTSWEAR COLLECTION SHOWROOM - 6TH FLOOR Heiser Sportswear will present their Resort collection of dresses and playclothes, designed by Silvano of Roma. By invitation. Continuous thereafter. Contact: 10. 3-1534.
Wednesday Oct. 4 12:00 Noon Luncheon	AWARDS AND SHOWING: HAT COUNCIL, INC. OVERSEAS PRESS CLUB MEN'S HATS Award presentation to the ten best-hatted men of 1961. Presentation at 1:30 P.M. By invitation. Contact: MU. 5-1464.
Wednesday Oct. 4 2:30 P.M.	PRESS PREVIEW: CRUISE - GRETA PLATTRY FOR 530 SEVENTH AVENUE RESORT COLLECTION IMPERIAL HOUSE, INC. SHOWROOM - 10TH FLOOR Imperial House will present to the press the Cruise - Resort collection of misses sweater dresses in imported silks, designed by Greta Plattry. By invitation. Continuous thereafter. Contact: Austen Wood, OX. 5-5820.
Postponed Oct. 4	ROBERT SLOAN'S CRUISE - RESORT PREVIEW, ORIGINALLY SCHEDULED FOR OCT. 4 AT 2:30, HAS BEEN POSTPONED TO OCT. 11 (See Pg. 7).
Wdensday Oct. 4 4:30 P.M. Cocktails	OPENING OF CRUISE CABANA HOTEL PLAZA COLLECTION (1410 BROADWAY) TERRACE ROOM Cabana will present their Cruise collection designed by Pembroke Squires. For press and buyers, by invitation. Contact: WI. 7-0326. Publicity: Maxwell Latham Mathews, PL. 3-5556.
Wednesday Oct. 4 5:00 P.M 7:30 P.M. Cocktails	COIFFURES BY SAKS FIFTH AVENUE 784 PARK AVE. (74TH ST.) GEORGE MASTERS APT. 4-C Special cocktail party to introduce the young George Masters of Beverly Hills at residence of Mrs. Iris Segal Heller, v. pres. of Maison Antoine. By invitation. (Release date, Oct. 6.) Publicity: Helen O'Hagan, Saks Fifth Ave., PL. 3-4000; or Beatrice Dudek, Seligman & Latz, Ju. 2-6100.

DATE WHAT'S GOING ON GIVEN BY WHERE Thursday PRESS PREVIEW OF BERGDORF GOODMAN 4TH FLOOR Oct. 5 ANTIQUES AND GIFTS 11:30 A.M. Bergdorf Goodman's collection of antiques and gifts from Europe. By invitation. Publicity: Florence Neff, PL. 3-7300. Thursday FABRICS DIVISION THE FASHION GROUP, INC. HOTEL ASTOR Oct. 5 LUNCHEON MEETING (9 ROCKEFELLER PLAZA) BALLROOM 12:00 Noon "Confetti" Spring-Summer 1962 fabrics luncheon. Speaker: Melba Hobson of Luncheon Mr. Gee. Co-Chairmen: Conoldine Burnett and Margaret Markley. Prices: \$8.00, members; \$10.00, guests. (Exhibit from 10:00 A.M. to 3:00 P.M.; \$1.00 at door for those not attending luncheon.) Contact: CI. 7-3940. Thursday HOME FURNISHINGS NAT'L HOME FASHIONS HOTEL PIERRE Oct. 5 LUNCHEON MEETING LEAGUE, N.Y. CHAPTER GRAND BALLROOM 12:00 Noon Opening event of National Home Furnishings Press Days. Speaker: James Luncheon Marston Fitch, Professor of Architecture, Columbia University. Topic: "Design For The Sixties." Preview of color photos to appear in national magazines, Nov. 1961 through April 1962. Prices: \$7.50, members; \$8.50, guests. (Registration for editors attending Press Days, from 9:00 A.M. to 12:00 Noon, Hotel Pierre.) Contact: TE. 8-5133. Thursday FALL FASHIONS AT BRANELL HOTEL PLAZA Oct. 5 LUNCHEON SHOW (530 SEVENTH AVENUE) TERRACE ROOM Luncheon showing of Fall fashions by Branell, available at Best & Co. 12:30 P.M. Luncheon Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. Thursday RESORT DRESSES TINA LESER 498 SEVENTH AVENUE Oct. 5 AND SPORTSWEAR SHOWROOM - LOTH FLOOR 2:30 P.M. Showings at 2:30, Oct. 5, 9, 10, 11, 12, 16, 17, 18, 19. By invitation. Contact: CH. 4-2631 or 10. 5-7514. Thursday J.P. STEVENS & CO., INC. 1460 BROADWAY OPEN HOUSE: NEW Oct. 5 COTTON DIVISION 4:30 P.M.-Open house to celebrate newly coordinated cotton division - all on 6:30 P.M. Stevens Fourth Floor - Fuller, Highland Park, Republic, and Tastemaker Cottons. By invitation only. Contact: Mary Baine, OX. 5-1000, Ext. 271. Thursday BENEFIT BALL: HARVEY BAMBERGER'S S.S. CONSTITUTION Oct. 5 BERIN COLLECTION (NEWARK, NEW JERSEY) HOBOKEN, NEW JERSEY 8:00 P.M Annual Designer's Ball with showing of Fall and Winter fashions by Harvey Cocktails-Berin, who will receive Bamberger's 1961 A and for Fashion Excellence. Buffet For benefit of Community Trust Fund of Junior League of Newark and United Hospitals. Contact: Carolyn Kriegman, MA. 4-2400, Ext. 2024. Friday PRESS SHOWING: HOLIDAY, B.H. WRAGGE, INC. 550 SEVENTH AVENUE Oct. 6 RESORT AND SPRING SHOWROOM - 9TH FLOOR 11:00 A.M. Wragge's Holiday, Resort and Spring collection. Thereafter Oct. 10, 11, 16, 17 at 11:00 A.M. All showings by invitation only. Contact: WI. 7-4968. Monday LUNCHEON SHOWING OF TEAL TRAINA; HOTEL PLAZA Oct. 9 FALL FASHIONS ROSETTE PENNINGTON PERSIAN ROOM Showing of Teal Traina's Fall fashions, available at Rosette Pennington. 12:30 P.M.

Press by invitation. Public by reservation; contact: "Banquet Dept.,"

PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.

Luncheon

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Oct. 9 4:00 P.M.	PRESS SHOWING OF FUR FASHIONS Showing of fashions in E vitation. Publicity: Ro	EMPRESS CHINCHILIA Impress Chinchilla from I semary Sheehan, MU. 5-12	leading furriers. By in-
Beginning Monday Oct. 9	CRUISE AND SPRING BLOUSES AND SHIRTS Designed by Lynn Stuart.		525 SEVENTH AVENUE SHOWROOM - 3RD FLOOR Contact: OX. 5-7190.
Beginning Monday Oct. 9	RESORT AND EARLY SPRING COLLECTION Continuous showings of M Contact: Norma Bell, PL.	Mary Black's Resort and	SHOWROOM - 8TH FLOOR
Beginning Monday Oct. 9	CRUISE AND EARLY SPRING SPORTSWEAR Continuous showings of M Panternities; and Mister	fister Pants; Pantsville	SHOWROOM - 12TH FLOOR : Pa; Young Mister Pants;
Beginning Monday Oct. 9	RESORT AND EARLY SPRING COLLECTION Continuous daily showing		533 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Monday Oct. 9.	SPRING COLLECTION OF JUNIOR DRESSES Continuous showings of G		1407 BROADWAY SHOWROOM - 39TH FLOOR ection. Contact: LO. 5-4212
Tuesday Oct. 10 4:00 P.M. Cocktails	EARLY SPRING RAINWEAR FOR GIRLS & SUB-TEENS Preview showing of first for girls (Little Miss M March & Mendl's new divi for press and buyers. O	CIOTHING (MARCH & MEND) early Spring collection ackintosh) and sub-teen sion. Designed by Peter	L) 500 SEVENTH AVENUE n of rainwear & outerwear (Miss Mackintosh) of r Conte. By invitation
Wednesday Oct. 11 12:30 P.M. Luncheon	IUNCHEON SHOWING OF CUSTOM FASHIONS Custom fashions for Fall reservation; contact: "E Director: Mary Alice Ric	and Winter. Press by tenquet Dept.," PL. 9-300	invitation. Public by
Wednesday Oct. 11 2:30 P.M.	lection of sportswear, s	SPORTSWEAR, INC. at to the press and buyer eparates, sunclothes, ar ation. (Note Change of	SHOWROOM - 7TH FLOOR rs his Cruise-Resort col- nd dresses, designed by Date.) Continuous there-
Wednesday Oct. 11 4:00 P.M. Champagne	PREVIEW: FRENCH CUSTOM COLLECTION Alice Schweitzer will pr clusively for La Boutiqu Naomi Zagor, BR. 8-6337	esent fashions designed te Alice Schweitzer. By	

COLUMBUS DAY -- Thursday (Banks and Post Office Closed)

Oct. 12

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Oct. 13 12:00 Noon Luncheon	PREVIEW OF SPRING COLLECTION Late day and formal fash Showings at 12:00 Noon, Sulzer, WI. 7-9470.		

MONDAY, OCT. 16 Davidow, Inc	OPENING OF SPRING COLLECTIONS BY MEMBERS O	F NEW YORK COUTURE GROUP
Davidow, Inc. By appointment 550 7th (21 Fl.) PE. 6-6909 TUESDAY, OCT. 17 Sen Reig, Inc. 10:00 A.M. 498 7th (23 Fl.) CH. 4-1542 Herbert Sondheim, Inc. 10:30 A.M. 530 7th (20 Fl.) LA. 4-7540 Pattullo-Jo Copeland, Inc. 10:30 A.M. 498 7th (14 Fl.) IO. 3-5650 Junior Sophisticates, Inc. 1:00 P.M. 498 7th (14 Fl.) IO. 3-5650 Junior Sophisticates, Inc. 1:00 P.M. 498 7th (14 Fl.) IO. 3-0968 Mourice Renther Ltd. 2:30 P.M. 530 7th (2 Fl.) IO. 3-0968 Edward Abbott, Inc. 1:00 P.M. 530 7th (16 Fl.) IA. 4-6968 Edward Abbott, Inc. 1:00 P.M. 550 7th (16 Fl.) IA. 4-6968 Edward Abbott, Inc. 1:00 P.M. 550 7th (12 Fl.) IO. 4-2155 MEDNESDAY, OCT. 18 Adele Simpson, Inc. 10:00 A.M. 530 7th (12 Fl.) UH. 4-2655 MEDNESDAY, OCT. 18 Adele Simpson, Inc. 10:30 A.M. 530 7th (12 Fl.) WI. 7-6865 Oleg Cassini, Inc. 1:15 P.M. 498 7th (11 Fl.) IO. 5-6453 Christian Dior-New York, Inc. 2:30 P.M. 498 7th (17 Fl.) IO. 4-9220 Larry Aldrich Assoc. 2:30 P.M. 530 7th (2 Fl.) IC. 4-1672 THURSDAY, OCT. 19 Estevez, Inc. 12:00 Noon 550 7th (4 Fl.) IO. 4-6337 Harvey Berin, Ltd. 1:00 P.M. 530 7th (2 Fl.) IC. 4-1600 Ceil Chepman 2:30 P.M. 530 7th (12 Fl.) IC. 4-1600 Ceil Chepman 2:30 P.M. 530 7th (12 Fl.) IC. 4-1600 Ceil Chepman 2:30 P.M. 530 7th (1 Fl.) CH. 4-2617 Trigere, Inc. 5:00 P.M. 530 7th (1 Fl.) CH. 4-2617 Trigere, Inc. 5:00 P.M. 530 7th (2 Fl.) IA. 4-9350 David E. Gottlieb (dothe) 1:15 P.M. 530 7th (2 Fl.) IA. 4-9350 David E. Gottlieb (dothe) 1:15 P.M. 530 7th (2 Fl.) IA. 4-9360 Frinary, OCT. 20 Jane Derby, Inc. 10:30 A.M. 530 7th (2 Fl.) IA. 4-9310 Harry Frechtel Corp. 2:00 P.M. 530 7th (2 Fl.) IA. 4-3404 MEDNESDAY, OCT. 24 Arthur Jablow, Inc. 11:30 A.M. 530 7th (2 Fl.) IA. 4-3404 MEDNESDAY, OCT. 25 Arthur Jablow, Inc. 11:30 A.M. 530 7th (2 Fl.) IA. 4-3404 MEDNESDAY, OCT. 26 Marquise Costs & Suits 2:00 P.M.	MONDAY, OCT. 16	
### TURSDAY, CTT. 17 Ben Reig, Inc		550 7th (21 Fl.) PE. 6-6909
Ben Reig, Inc	TUESDAY, OCT. 17	
Herbert Sondheim, Inc.		498 7th (23 Fl.) CH. 4-1542
Junior Sophisticates, Inc. 1:00 P.M. 498 7th (4 F1.) 10. 4-0462 Hennah Troy, Inc. 2:30 P.M. 530 7th (2 F1.) 10. 3-988 Maurice Renther Ltd. 2:30 P.M. 498 7th (16 F1.) 1A. 4-6968 Edward Abbott, Inc. 4:00 P.M. 530 7th (16 F1.) 1A. 4-8490 Townley, Inc. 4:00 P.M. 550 7th (2 F1.) 10. 4-2155 Rosalie Macrini, Inc. 4:00 P.M. 550 7th (11 F1.) CH. 4-2655 WEDINESDAY, OCT. 18 Adele Simpson, Inc. 10:00 A.M. 530 7th (23 F1.) 1A. 4-7626 Rudolf Gowns, Inc. 10:30 A.M. 530 7th (12 F1.) WID. 7-6865 Oleg Cassini, Inc. 1:15 P.M. 498 7th (11 F1.) 10. 5-6453 Christian Dior-New York, Inc. 2:30 P.M. 498 7th (17 F1.) 10. 4-9220 Lerry Aldrich Assoc. 2:30 P.M. 498 7th (17 F1.) 10. 4-9220 Lerry Aldrich Assoc. 2:30 P.M. 530 7th (4 F1.) CH. 4-1872 THURSDAY, OCT. 19 Estevez, Inc. 12:00 Noon 550 7th (4 F1.) 10. 4-6337 Hervey Berin, Ltd. 1:00 P.M. 530 7th (7 F1.) FE. 6-0206 Nat Kaplan, Inc. 1:15 P.M. 498 7th (10 F1.) CH. 4-1872 Faul Parnes Corp. 2:15 P.M. 498 7th (10 F1.) CH. 4-4600 Ceil Chapman 2:30 P.M. 530 7th (2 F1.) 1A. 4-5800 Samuel Winston, Inc. 4:00 P.M. 530 7th (16 F1.) IA. 4-5800 Samuel Winston, Inc. 5:00 P.M. 530 7th (16 F1.) IA. 4-5800 FIDAY, OCT. 20 Jane Derby, Inc. 5:00 P.M. 550 7th (23 F1.) 1A. 4-9350 David E. Gottlieb (Gothe) 1:15 P.M. 530 7th (4 F1.) 10. 5-2727 Branell 2:30 P.M. 530 7th (2 F1.) IA. 4-3310 Harry Frechtel Corp. 2:00 P.M. 530 7th (2 F1.) IA. 4-3310 Harry Frechtel Corp. 2:00 P.M. 530 7th (2 F1.) IA. 4-3310 Harry Frechtel Corp. 2:00 P.M. 512 7th (35 F1.) BR. 9-5794 TUESDAY, OCT. 31 Originala 2:00 P.M. 512 7th (43 F1.) BR. 9-5794 TUESDAY, OCT. 31 Originala 2:00 P.M. 512 7th (43 F1.) BR. 9-5794 TUESDAY, NOV. 2		
Hanneh Troy, Inc. 2:30 P.M. 530 7th (2 F1.) IO. 3-0988 Maurice Rentner Ltd. 2:30 P.M. 498 7th (16 F1.) IA. 4-6968 Edward Abbott, Inc. 1:00 P.M. 530 7th (16 F1.) IA. 4-6968 Townley, Inc. 4:00 P.M. 550 7th (2 F1.) IO. 4-2155 Rosalie Macrini, Inc. 4:00 P.M. 550 7th (11 F1.) CH. 4-2655 WEDNESDAY, OCT. 18 Adele Simpson, Inc. 10:00 A.M. 530 7th (23 F1.) IA. 4-7626 Rudolf Gowns, Inc. 10:30 A.M. 530 7th (12 F1.) IO. 5-6453 Christian Dior-New York, Inc. 2:30 P.M. 498 7th (17 F1.) IO. 4-625 Larry Aldrich Assoc. 2:30 P.M. 530 7th (12 F1.) CH. 4-1872 THURSDAY, OCT. 19 Estevez, Inc. 12:00 Noon 550 7th (4 F1.) IO. 4-6337 Harvey Berin, Itd. 1:00 P.M. 530 7th (7 F1.) PE. 6-0206 Nat Kaplan, Inc. 1:15 P.M. 498 7th (17 F1.) IO. 5-4115 Paul Parnes Corp. 2:15 P.M. 498 7th (10 F1.) CH. 4-4600 Ceil Chapman 2:30 P.M. 530 7th (11 F1.) IO. 5-4115 Trigere, Inc. 5:00 P.M. 530 7th (11 F1.) IO. 3-1600 FRIDAY, OCT. 20 Jane Derby, Inc. 10:30 A.M. 550 7th (24 F1.) IA. 4-5800 David E. Gottlieb (Gothe) 1:15 P.M. 530 7th (2 F1.) IA. 4-580 TUESDAY, OCT. 25 George Carmel, Inc. 11:30 A.M. 530 7th (2 F1.) IA. 4-3404 WEDNESDAY, OCT. 26 Marquise Coats & Suits 2:00 P.M. 530 7th (24 F1.) IA. 4-3404 WEDNESDAY, OCT. 26 Marquise Coats & Suits 2:00 P.M. 512 7th (35 F1.) BR. 9-5794 TUESDAY, OCT. 31 Originale 2:00 P.M. 512 7th (43 F1.) BR. 9-8988 THURSDAY, OCT. 31 Originale 7.000 P.M. 512 7th (43 F1.) BR. 9-8988	Pattullo-Jo Copeland, Inc 10:30 A.M	
Maurice Rentner Ltd. 2:30 P.M. 498 7th (16 Fl.) LA. 4-6968 Edward Abbott, Inc. 4:00 P.M. 530 7th (16 Fl.) LA. 4-8490 Townley, Inc. 4:00 P.M. 550 7th (2 Fl.) LO. 4-2155 Rosalie Macrini, Inc. 4:00 P.M. 550 7th (11 Fl.) CH. 4-2655 WEDNESDAY, OCT. 18 Adele Simpson, Inc. 10:00 A.M. 530 7th (23 Fl.) LA. 4-7626 Rudolf Gowns, Inc. 10:30 A.M. 530 7th (12 Fl.) WI. 7-6665 Oleg Cassini, Inc. 1:15 P.M. 498 7th (11 Fl.) LO. 5-6453 Christian Dior-New York, Inc. 2:30 P.M. 498 7th (17 Fl.) LO. 4-9220 Larry Aldrich Assoc. 2:30 P.M. 530 7th (2 Fl.) CH. 4-1872 THURSDAY, OCT. 19 Estevez, Inc. 12:00 Noon 550 7th (4 Fl.) LO. 4-6337 Harvey Berin, Ltd. 1:00 P.M. 530 7th (7 Fl.) PE. 6-0206 Nat Kaplan, Inc. 1:15 P.M. 498 7th (10 Fl.) CH. 4-4600 Ceil Chapman 2:30 P.M. 530 7th (2 Fl.) LA. 4-5800 Semuel Winston, Inc. 4:00 P.M. 530 7th (1 Fl.) CH. 4-4617 Trigere, Inc. 5:00 P.M. 550 7th (16 Fl.) LO. 3-1600 FRIDAY, OCT. 20 Jane Derby, Inc. 10:30 A.M. 550 7th (2 Fl.) LA. 4-9350 David E. Gottlieb (Gothe) 1:15 P.M. 530 7th (2 Fl.) LA. 4-9350 David E. Gottlieb (Gothe) 1:15 P.M. 530 7th (2 Fl.) LA. 4-3404 MEDNESDAY, OCT. 25 George Carmel, Inc. 11:30 A.M. 530 7th (24 Fl.) LA. 4-3310 Harry Freehtel Corp. 2:00 P.M. 530 7th (24 Fl.) LA. 4-3310 Harry Freehtel Corp. 2:00 P.M. 530 7th (24 Fl.) LA. 4-3310 Harry Freehtel Corp. 2:00 P.M. 512 7th (35 Fl.) BR. 9-5794 TUESDAY, OCT. 31 Originala 2:00 P.M. 512 7th (43 Fl.) BR. 9-8988 THUSSDAY, NOV. 2		
Edward Abbott, Inc.		
Townley, Inc		
Rosalie Macrini, Inc		
## Adele Simpson, Inc.		
Adele Simpson, Inc. 10:00 A.M. 530 7th (23 F1.) IA. 4-7626 Rudolf Gowns, Inc. 10:30 A.M. 530 7th (12 F1.) WI. 7-6865 Oleg Cassini, Inc. 1:15 P.M. 498 7th (11 F1.) IO. 5-6453 Christian Dior-New York, Inc. 2:30 P.M. 498 7th (17 F1.) IO. 4-9220 Larry Aldrich Assoc. 2:30 P.M. 530 7th (12 F1.) CH. 4-1872 TRURSDAY, OCT. 19 Estevez, Inc. 12:00 Noon 550 7th (4 F1.) IO. 4-6337 Harvey Berin, Itd. 1:00 P.M. 530 7th (7 F1.) PE. 6-0206 Nat Kaplan, Inc. 1:15 P.M. 498 7th (21 F1.) IO. 5-4115 Paul Parnes Corp. 2:15 P.M. 498 7th (10 F1.) CH. 4-4600 Ceil Chapman 2:30 P.M. 530 7th (2 F1.) IA. 4-5800 Samuel Winston, Inc. 4:00 P.M. 530 7th (11 F1.) CH. 4-2617 Trigere, Inc. 5:00 P.M. 550 7th (16 F1.) IO. 3-1600 FRIDAY, OCT. 20 Jane Derby, Inc. 10:30 A.M. 550 7th (23 F1.) IA. 4-9350 David E. Gottlieb (Gothe) 1:15 P.M. 530 7th (2 F1.) IA. 4-9350 Trenell 2:30 P.M. 530 7th (2 F1.) IA. 4-9350 David E. Gottlieb (Gothe) 1:15 P.M. 530 7th (2 F1.) IA. 4-3310 Harry Frechtel Corp. 2:30 P.M. 530 7th (24 F1.) IA. 4-3310 Harry Frechtel Corp. 2:00 P.M. 530 7th (24 F1.) IA. 4-3310 TRURSDAY, OCT. 26 Marquise Coats & Suits 2:00 P.M. 512 7th (35 F1.) BR. 9-8988 THURSDAY, NOV. 2		550 7th (11 Fl.) CH. 4-2655
Rudolf Gowns, Inc		
Oleg Cassini, Inc		
Christian Dior-New York, Inc. 2:30 P.M. 498 7th (17 F1.) 10. 4-9220 Larry Aldrich Assoc. 2:30 P.M. 530 7th (12 F1.) CH. 4-1872 THURSDAY, OCT. 19 Estevez, Inc. 12:00 Noon 550 7th (4 F1.) 10. 4-6337 Harvey Berin, Ltd. 1:00 P.M. 530 7th (7 F1.) PE. 6-0206 Nat Kaplan, Inc. 1:15 P.M. 498 7th (21 F1.) 10. 5-4115 Paul Parnes Corp. 2:15 P.M. 498 7th (10 F1.) CH. 4-4600 Ceil Chapman 2:30 P.M. 530 7th (2 F1.) IA. 4-5800 Samuel Winston, Inc. 4:00 P.M. 530 7th (11 F1.) CH. 4-2617 Trigere, Inc. 5:00 P.M. 550 7th (16 F1.) 10. 3-1600 FRIDAY, OCT. 20 Jane Derby, Inc. 10:30 A.M. 550 7th (23 F1.) IA. 4-9350 David E. Gottlieb (Gothe) 1:15 P.M. 530 7th (4 F1.) 10. 5-2727 Branell 2:30 P.M. 530 7th (25 F1.) PE. 6-6983 TUESDAY, OCT. 24 Arthur Jablow, Inc. 11:30 A.M. 530 7th (9 F1.) IA. 4-3404 WEINESDAY, OCT. 25 George Carmel, Inc. 11:30 A.M. 530 7th (24 F1.) IA. 4-3404 WEINESDAY, OCT. 26 Marquise Coats & Suits 2:00 P.M. 512 7th (35 F1.) BR. 9-5794 TUESDAY, OCT. 31 Originals 2:00 P.M. 512 7th (43 F1.) BR. 9-8988 THURSDAY, NOV. 2		
Larry Aldrich Assoc		
### THURSDAY, OCT. 19 Estevez, Inc		
Estevez, Inc		530 7th (12 Fl.) CH. 4-10/2
Harvey Berin, Itd		FF0 744 / 1. 77 \ T0 1. 6227
Nat Kaplan, Inc		
Paul Parnes Corp		
Ceil Chapman	Paul Panned Conn O. 15 D. M.	100 7th (21 F1.) 10. 7-4117
Samuel Winston, Inc		
Trigere, Inc	Semiel Winston Inc.	500 7th (2 F1.) LA. 4-7000
FRIDAY, OCT. 20 Jane Derby, Inc	Trigere. Inc. 5.00 P.M.	550 7th (16 F1) 10 3-1600
David E. Gottlieb (Gothe) . 1:15 P.M 530 7th (4 F1.) IO. 5-2727 Branell	FRIDAY, OCT. 20	
David E. Gottlieb (Gothe) . 1:15 P.M 530 7th (4 F1.) IO. 5-2727 Branell	Jane Derby, Inc 10:30 A.M	550 7th (23 Fl.) IA. 4-9350
TUESDAY, OCT. 24 Arthur Jablow, Inc	David E. Gottlieb (Gothe) 1:15 P.M	530 7th (4 Fl.) LO. 5-2727
Arthur Jablow, Inc		530 7th (25 Fl.) PE. 6-6983
WEDNESDAY, OCT. 25 George Carmel, Inc		
George Carmel, Inc	Arthur Jablow, Inc 11:30 A.M	530 7th (9 Fl.) IA. 4-3404
Harry Frechtel Corp 2:00 P.M 205 W.39(4 Fl.) PE. 6-1310 THURSDAY, OCT. 26 Marquise Coats & Suits 2:00 P.M 512 7th (35 Fl.) BR. 9-5794 TUESDAY, OCT. 31 Originala 2:00 P.M 512 7th (43 Fl.) BR. 9-8988 THURSDAY, NOV. 2		
THURSDAY, OCT. 26 Marquise Coats & Suits 2:00 P.M 512 7th (35 Fl.) BR. 9-5794 TUESDAY, OCT. 31 Originala 2:00 P.M 512 7th (43 Fl.) BR. 9-8988 THURSDAY, NOV. 2	George Carmel, Inc 11:30 A.M	530 7th (24 Fl.) IA. 4-3310
Marquise Coats & Suits 2:00 P.M 512 7th (35 Fl.) BR. 9-5794 TUESDAY, OCT. 31 Originala 2:00 P.M 512 7th (43 Fl.) BR. 9-8988 THURSDAY, NOV. 2		205 W.39(4 Fl.) PE. 6-1310
TUESDAY, OCT. 31 Originala 2:00 P.M 512 7th (43 F1.) BR. 9-8988 THURSDAY, NOV. 2		510 7th (25 F1) PD 0 570
Originala 2:00 P.M 512 7th (43 Fl.) BR. 9-8988 THURSDAY, NOV. 2	TUESDAY. OCT. 31)12 (OH (3) F1.) BR. 9-3/94
THURSDAY, NOV. 2		512 7th (43 Fl.) BR. 9-8988
	THURSDAY, NOV. 2	
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		21 W.46 (8 Fl.) JU. 2-2317

Monday Oct. 16 10:30 A.M. PRESS PREVIEW: RESORT AND SPRING COLLECTION

HERBERT SONDHEIM

530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR

Resort and Spring collection, designed by Sara Ripault. By invitation. Thereafter at 10:30 A.M., Oct. 17, 18, 19, 24, 25, 26, 31, Nov. 1, 2, 7, 8, by appointment. Contact: IA. 4-7540. Publ.: Barbara Kling, PL. 3-1709.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Oct. 16 4:30 P.M.	PRESS PREVIEW OF SPRING COLLECTION Press preview of Vera Ma Showing for buyers at 12 thereafter. Contact: Ju	xwell's Spring collection: 00 Noon, Oct. 18, 19, a	SHOWROOM - 26TH FLOOR n. By invitation. nd Tues., Wed., Thurs.
Tuesday Oct. 17 12:30 P.M. Luncheon	BY BILL BLASS Luncheon showing of the	De Pinna. Press by inv t Dept., PL. 5-1000. F	BALLROOM lection, designed by itation. Public by reser
Tuesday Oct. 17 1:00 P.M.	OPENING OF SPRING COLLECTION Showings at 1:00 P.M., O Contact: Lee Lerner, IO.	ct. 17, 18, 19, 24, 25,	SHOWROOM - 2ND FLOOR
Tuesday Oct. 17 2:30 P.M.	OPENING OF SPRING COLLECTION The Maurice Rentner Sprin 18, 19, 24, 25, 26, 31, 1 at 3:00 P.M.) By invitat	ng collection, designed Nov. 1, 7, 9. (Press Shor	SHOWROOM - 16TH FLOOR by Bill Blass, Oct. 17, wing, Monday, Oct. 23
Tuesday Oct. 17 4:00 P.M. Cocktails	OPENING OF SPRING COLLECTION Showings thereafter at 1 Contact: Marta Schreiber	0:30 A.M. Oct. 18, 19, 20	0, 24, 25. By invitation
Wednesday Oct. 18 10:00 A.M.	OPENING: RESORT AND SPRING COLLECTIONS Adele Simpson's Resort as 26, 31. Spring collection Contact: LA. 4-7626.	nd Spring collections at	SHOWROOM - 23RD FLOOR 10:00 A.M. Oct. 18, 24,
Wednesday Oct. 18 10:30 A.M.	SPRING, CRUISE AND HOLIDAY COLLECTION Showing at 10:30 A.M., OWI. 7-6865.		SHOWROOM - 12TH FLOOR
Wednesday Oct. 18 11:30 A.M.	PRESS PREVIEW OF SPRING COLLECTION By invitation. Thereafte 30, 31, Nov. 1, 2. Conta	er at 12:00 Noon, Oct. 19	SHOWROOM - 4TH FLOOR 9, 20, 23, 24, 25, 26,
Wednesday Oct. 18 2:30 P.M.	OPENING: SPRING AND RESORT COLLECTION Showing of Spring and Res 9. By invitation. Contact	NEW YORK, INC. sort collection at 2:30 I	SHOWROOM - 17TH FLOOR P.M., Oct. 18, 25, Nov. 1
Wednesday Oct. 18 4:00 P.M.	OPENING OF SPRING COLLECTION William Fox collection, 6 26, 31, Nov. 1, 2 at 4:00 Patricia Dickerman, EL. 5	designed by Louise Armour	SHOWROOM - 4TH FLOOR c, Oct. 18, 19, 24, 25,
		Charles and the second	

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Oct. 19 9:30 A.M. Coffee	PRESS PREVIEW OF CHILDREN'S IMPORTS Ohrbach's will preview W Publicity: Mark Klauser,	inter and Holiday young	6TH FLOOR imports. By invitation.
Thursday Oct. 19 10:00 A.M.	RESORT COLLECTION	(WEST NYACK, N.Y.) Oct. 19, 20, 23, 24, 25,	SUITE 572
Oct. 19	PREVIEW: RESORT AND SPRING COLLECTION Resort and Spring export Franges, PL. 3-7244. Pu	collection. By invitat	HOTEL PLAZA WHITE & GOLD SUITE ion. Contact: Joan n, Mu. 5-1280.
Thursday Oct. 19 11:30 A.M.	OPENING OF SPRING COLLECTION Showing of Mignon's comp at 11:30 A.M. Contact:	elete Spring collection.	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR Also, Oct. 23, 25, 27
Thursday Oct. 19 12:00 Noon Luncheon	H.D.M. Grier, Assistant	m." Speakers: T.H. Rob	sjohn-Gibbings, Designer; on. Co-Chairmen: Betty
Thursday Oct. 19 12:30 P.M. Luncheon	OPENING OF SPRING COLLECTION Sylvia Kaplan's Spring d wear. By invitation. I and 7. Contact: Miss Fr	resses and ensembles for hereafter at 1:15, Oct.	SHOWROOM - 21ST FLOOR daytime and late-day
Thursday Oct. 19 1:00 P.M.	OPENING: RESORT AND SPRING COLLECTION Showings at 1:00 P.M., O Roberts, LA. 4-3520.		550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR 30, 31. Contact: Jean
Oct. 19	OPENING OF SPRING COLLECTION Showings at 2:30 P.M., C		SHOWROOM - 2ND FLOOR
Oct. 19	PRESS PREVIEW OF SPRING COLLECTION Preview by invitation on 25, 26, 31, Nov. 2. Con	ly. Trade showings at 1	SHOWROOM - 23RD FLOOR 0:30 A.M., Oct. 20, 24,
Oct. 19	PAULINE TRIGERE'S SPRING COLLECTION Thereafter showings at 2 10:30 A.M. on Nov. 9. By	2:30 P.M., Oct. 20, 24, 2	SHOWROOM - 16TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Oct. 20 1:15 P.M.	SPRING AND RESORT COLLECTION Thereafter at 1:15 P.M., Contact: Lucile Gordon,	Tues., Wed., Thurs. of	530 SEVENTH AVENUE) SHOWROOM - 4TH FLOOR each week. By appointment y Cantor Assoc., MU.9-8542.
Friday Oct. 20 2:30 P.M.	OPENING OF SPRING COLLECTION Showings at 2:30, Oct. 2 PE. 6-6983.	BRANELL 20, 23, 24, 25, 26, 31, 1	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR Nov. 2, 7, 9. Contact:
Monday Oct. 23 12:00 Noon and 3:00 P.M.	OPENING: HOLIDAY AND SPRING RAINWEAR Couture rainwear, design and 3:00 P.M. through No Publicity: Maxwell-Latha	ned by Adele Lawrence, w	SHOWROOM - 20TH FLOOR ith showings at 12:00 Noon
Oct. 23	PRESS SHOWING OF MAURICE	RENTHER SPRING COLLECT:	TON AT 3:00 P.M. (See p.9)
Monday Oct. 23 4:00 P.M.	OPENING OF SPRING COLLECTION Showings at 4:00, Oct. 2		498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR 1. Contact: PE. 6-5547.
Beginning Mondey Oct. 23	SPRING COLLECTION OF DRESSES AND SUITS Showing of Spring daytim Mojena. By appointment. Publicity: Peggy Cantor	ne, cocktail and evening Contact: Esther Rodrig	
Beginning Monday Oct. 23	SPRING COLLECTION IN NEW YORK Wayne Fuller will presenthree weeks. Contact: M		t the Savoy-Hilton for
Beginning Monday Oct. 23	RESORT-SPRING JUNIOR DRESSES Milarre Originals' junio Continuous showings. Co		SHOWROOM - 9TH FLOOR Resort into Spring.
Tuesday Oct. 24 9:00 A.M. Breakfast	SPRING COLLECTION Preview for press of coa Italy by Pavone of Flore	ts, suits, dresses, and nce. By invitation. Con	HAMPSHIRE HOUSE BURGUNDY RM 2ND FLOOR evening fashions, made in ntact: Caroline Sankovski, 7 E. 37th St., MU. 9-8542.
Tuesday Oct. 24 10:00 A.M.	PRESS PREVIEW: FALL COATS AND SUITS Preview by invitation on 7, 9. Contact: Sally Mc		512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR A.M., Oct. 26, Nov. 1, 2,
Tuesday Oct. 214 11:30 A.M.	SPRING COAT AND SUIT COLLECTION Preview by invitation. 9, by appointmentConta 2 W. 59th Street, EL. 5-	ct: LA. 4-3404. Publici	SHOWROOM - 9TH FLOOR , Oct. 24, 26, Nov. 1, 7,

DATE	WHAT'S GOING ON GIVEN BY WHERE
Tuesday Oct. 24 12:00 Noon Luncheon	SPRING COLLECTION (1410 BROADWAY) ROOF GARDEN
Tuesday Oct. 24 2:30 P.M.	PRESS PREVIEW: SPRING GEORGE CARMEL, INC. 530 SEVENTH AVENUE COATS AND SUITS SHOWROOM - 25TH FLOOR Preview for press of Spring collection. By invitation. Showings at 11:30 A.M., Oct. 25, 31, Nov. 2, 6, 8. Contact: LA. 4-3310.
Wednesday Oct. 25 2:00 P.M.	OPENING OF SPRING HARRY FRECHTEL CORP. 205 WEST 39TH STREET SHOWROOM - 4TH FLOOR Showings at 2:00 P.M., Oct. 25, 31, Nov. 2, 7, 9, 14. Contact: PE.6-1310.
Thursday Oct. 26 2:00 P.M.	
Thursday Oct. 27 3:30 P.M.	PREVIEW: RESORT AND BRIARBROOK SUITS 512 SEVENTH AVENUE SPRING SUITS SHOWROOM - 11TH FLOOR Suit collection for Resort and Spring, designed by Stefan. By invitation. Continuous thereafter. Contact: Isabelle Crawford, BR. 9-7700.
Monday Oct. 30 3:30 P.M.	PREVIEW OF SPRING JUNIOR ACCENT 498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR Presentation of junior Spring and Resort fashions, designed by Violet Feigin. By invitation. (Note Change of Date.) Continuous thereafter. Contact: LO. 4-1434. MACY'S RELEASE DATE OF HORSE SHOW FASHIONS. (No Press Preview)
Tuesday Oct. 31 9:30 A.M.	OPENING OF SPRING MICHAELSON, INC. HOTEL PLAZA COLLECTION (122 EAST 7TH, L.A.) BAROQUE SUITE Special showing of Spring collection by Michaelson for press and buyers. By invitation. Thereafter, at Hotel Plaza, Suite 745-7, by appointment. Contact: Mel Turkel, MAdison 7-4066. (L.A.).
Tuesday Oct. 31 11:00 A.M.	NEW COLLECTION PETITE ACCENT, INC. 498 SEVENTH AVENUE BY FRANK ADAMS (DIV. OF JUNIOR ACCENT) SHOWROOM - 10TH FLOOR Introduction of new Spring collection, Petite Accent by Frank Adams. By invitation. (Note Change of Date.) Contact: LO. 4-1434.
Tuesday Oct. 31 2:00 P.M.	OPENING OF SPRING ORIGINALA 512 SEVENTH AVENUE COAT COLLECTION SHOWROOM - 43RD FLOOR Showings at 2:00 P.M., Oct. 31, Nov. 1, 2, 6, 8, 9. By appointment. Contact: BR. 9-8988
Thursday Nov. 2 10:30 A.M.	SPRING COAT AND MONTE-SANO & PRUZAN 21 WEST 46TH STREET SUIT COLLECTION SHOWROOM - 8TH FLOOR Showings at 10:30 A.M., Nov. 2, 7, 10, 15, 17. By appointment. Contact: Ju. 2-2317.
Monday Oct. 23 8:00 P.M.	OPENING NIGHT OF METROPOLITAN OPERA MET. OPERA HOUSE OPERA SEASON B'WAY & 39TH ST. The production of Puccini's "La Fancuilla del West" will open the 1961-1962 opera season. Publ.: Francis Robinson, PE. 6-1200.

JANUARY	FEBRUARY	MARCH
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
APRIL	MAY	JUNE
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
JULY	AUGUST	SEPTEMBER
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29